Oct 20, 2010

In attendance: Steve, Nat, Susan, Dana, Sarah Cahill, Shannon, Jonathan, Matthew

Susan called the four interviewees for the CWM 38 position and told them that there would be a 9-12 month delay in hiring due to the new sail date. All asked to be kept informed.

There is still money now for a part time position. This will not be used for marine operations, but for project coordination of programs and exhibits, and these meetings.

**Susan expects to fill it in the next 4-6 weeks**. It could potentially move to full time with the NEH money.

There has not been fallout from staff or others based on the 2014 change.

In fact, with the Constitution planning to sail in 2012, it is good to have space between them.

OpSail and the Navy’s commemorative port tour are both coming to New London in 2012. We should be involved but careful about too much effort for too little return.

CWM Email address – Sarah Clement will be the traffic controller for the email address to suggest who should respond to emails, so only one person ends up responding.

**Dana will confirm with Sarah.**

New Bedford- **Steve and Matthew will be in touch with mayor and** **museum** to let them know of date change before Dana goes to Ernestina next Saturday.

Bailey Prior- The work contract is almost complete. We need to be sure to **tell him about filming opportunities**, like upcoming keelson work.

He is continuing to refine his vision for this. He had been thinking of a three part documentary on the boat, the restoration and the sail, but now he is thinking of 10 vignettes / webisodes.

He wants exclusivity, so we have to work those details out.

Peter Coan and Brian Moore are finishing up the fundraising piece. **We need to give them a deadline of Nov 17** so it is ready for NY event.

Fundraising is starting to pick up. Some trustees giving a bit higher than expected, and we have four new trustees to approach.

The Syndicate idea is working well on the Vineyard. There is a group working together to raise $250,000 to name the captain’s cabin after the MV captains. It is great because there are three couples on the island actively pursuing funding on the island.

We may put a Pavillion on the dock next to her that will house all of the donor info. There will not be multiple plaques all over the boat.

Crescent Partners has been hired to do Corporate Sponsorship.

They are working on a message / tagline for the voyage. **We will need to work with them on this to have something in the spring that will present the case for sailing**.

We have not answered the “why” question.

It is a ceremonial sail- we shouldn’t imply that she is worth more sailing than at the dock, since we don’t want to have to continue to keep her sailing.

We could ask this question to online workshops for input from others.

There is something to be said for the capacity to sail, whether or not she does it.

**Voyage costs – we need to revisit.**

**Whaleboat project - We need a 1-2 pager with plans** that we can use to send around to those committed and to new prospects.

We have 2 Kellogg commitments, and have committed to building one here. We have others (IYRS, NB, Nat Benjamin), who will do it if they get funding.

Delvaro- Jonathan met with 2 professors and all of the students. They are excited and honored to work with us on an exhibit in Stillman 2nd Floor.

It will likely open in 12-18 months. They want to do exhibit graphics, labels, layouts, etc.

We will leave up the partitions for more wall space and also to not have to change the lighting.

They would like to be able to sell the art- maybe have a link to their websites on the labels, maybe do an art show in NYC after the exhibit closes.

There needs to be a **conversation with Mer and Marcy** about how this could work.

They could also design the look of the online learning community.

Restoring an Icon- we should consider changing the exhibit to include a section about fundraising or merchandising. It is philanthropic, not commercial, so we think it is acceptable.

**Jonathan will look at exhibit and come up with ideas**.

**Wood- We need to figure out what to do with it all.** What do we need to keep for the record, for future exhibits, etc. What should we give away. Who do we give it to? Other museums, which museums.

We should make a list of where we think it should go, Smithsonian, NB Whaling, Martha’s Vineyard, etc.

Crescent may want to use some for corporate boardrooms.

Also consider timing of how long to keep, when to put out there.

Sea History- Deirdre O’Reagan will run whatever we want in as many issues from now until the sail. We have to **write the articles for the magazine**, but she wants it to be exclusive. We don’t want to loose our own content because we give some to her, but if we pick one person to write it, it will be exclusive. There is only one story to tell, but if we pick one person, that story will be told in their voice.

At the next meeting, **Nat will bring examples of what we are doing for the campaign.**

This will allow us to revisit merchandising.